

CLAIMS

I claim:

- 1 1. A three-dimensional label for a container, comprising:
2 a raised portion extending away from a surface of the
3 container; and
4 an adhesive material on a surface of the label attaching the
5 label to the surface of the container.
- 1 2. The three-dimensional label of claim 1, further comprising a
2 flat portion flush with the surface of the container.
- 1 3. The three-dimensional label of claim 1, further comprising
2 graphics.
- 1 4. The three-dimensional label of claim 1, wherein the container
is a beverage container.
- 1 5. The three-dimensional label of claim 1, wherein the container
2 is a wine bottle.

1 6. A container having a label affixed to a surface of the
2 container, wherein the label includes a three-dimensional design.

1 7. The container of claim 6, wherein the label further comprising
2 a raised portion extending away from the surface of the
3 container.

1 8. The container of claim 6, wherein the label further comprising
2 a flat portion flush with a surface of the container.

1 9. The container of claim 6, wherein the label further comprising
2 an adhesive material on a surface of the label attaching the
3 label to the surface of the container.

1 10. The container of claim 6, wherein the container is a beverage
2 container.

1 11. The container of claim 6, wherein the container is a wine
2 bottle.

1 12. A method of forming a three-dimensional label for a
2 container, comprising:
3 creating an image on a first surface of a flexible material;
4 causing at least a portion of the image to become deformed;
5 and
6 adhering a second surface of the flexible material to a
7 surface of the container.

1 13. The method of claim 12, wherein forming the image on the
2 first surface of the flexible material further comprises a print
3 screening process.

1 14. The method of claim 12, wherein causing at least a portion of
2 the image to become deformed further comprises a thermoforming
3 process.

1 15. The method of claim 14, wherein the thermoforming process is
2 followed by a cooling process.

1 16. The method of claim 12, further comprising trimming excess
2 flexible material from the label before adhering the label to the
3 container.